



Career & Technical Education Proposed Course Revisions* For 2014-15 SY

Marketing

Revised Courses	List of Existing Courses used in Development of Revised CTE Courses		
Advertising and Public Relations	<i>Advertising and Public Relations</i>		
Retired Courses	Courses no longer relevant due to use in developing revised and new CTE courses or due to misalignment with industry opportunities/needs and postsecondary offerings		
International Business & Marketing	<i>Standards will be included in revised Marketing courses set for Jan SBE submission</i>		

* Courses listed in this document reflect those submitted for the Oct. 2013 State Board of Education meeting. A similar list will be released for those courses, which will be submitted for the Jan. 2014 State Board of Education meeting, closer to the scheduled meeting. All retired courses are reflected in this document.